

FROM : -Panasonic FAX SYSTEM
02/26/97

PHONE NO. :
1719
BFLD RJR

Mar. 06 1997 10:09AM P1

RJ REYNOLDS

TOBACCO COMPANY

February 26, 1997

RJR Account #315288

Mr. B. Grismore
DOWLING'S, INC.

ATTENTION DORAL B2G1F LIGHTER / PROMOTION #700050

Dear Bud:

Regular DORAL product has been ordered (see quantities listed below), as well as 120 SKUs of Doral Lighters (Item #521573) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC #	DORAL STYLE	#/ (12M)
12300-16612	FF King	Cases
12300-15312	FF 100	2
12300-15112	Light King	2
12300-15212	Light 100	2

Product PO # 147A; Displays PO # 147B
Product / Premium Arrival: March 24, 1997
Ship Date to Retail: Week of: March 31, 1997

Lighters: (Item #521573)

<u>SKU CUBE:</u>	1.1490
<u>SKU WT (w/o Product):</u>	4.1900 lbs
<u>Retail Sales Offer per Sku:</u>	20 units
<u>Billing per Sku:</u>	4 Savings Cartons
<u>EFT \$ Amount:</u>	<u>\$4,208.00</u>
<u>Non-EFT \$ Amount:</u>	<u>N/A</u>

COMPLETED

51862 3704

402 SMS584N1
ORDER FROM: 16XXXX
SHIP TO: 1623 / 315288

SALES MATERIALS SYSTEM
ORDER REVIEW

03/06/97 10:48
ORDER NUMBER: 7074-4000

SKU	(LINES 1 - 1 OF 1 SHOWN)	UNITS/SKU	MAXIMUM ORDER	ORIGINAL ALLOC	L E	REMAIN ALLOC
QTY	ITEM DESCRIPTION-----		QTY	QTY V	QTY	
120	521573 DORAL B2GF LIGHTER-APR	20 BOX		5315 R		293

Dowling PO#1478

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(*) ASTERISKS INDICATE THAT THE MAXIMUM ORDER QTY WAS ORIGINALLY EXCEEDED
PF3 - RETURN TO PREVIOUS SCREEN PF7 - SCROLL UP
PF4 - CONTINUE WITH ORDER PF8 - SCROLL DOWN
PF12 - MAIN MENU PF1 - HELP

51862 3705